

DIRECTOR of DIGITAL MARKETING & TECHNOLOGY

Position Overview:

Salary: \$85,000 - \$95,000
Reports to: Chief Operating Officer
Direct reports: 6
Status: Full-time, exempt
Location: San Diego, CA (Encinitas area)

To apply please contact:

Trevor Blair, Director, Executive Search
Manpower of San Diego
D: 619 699 1213
tblair@manpower-sd.com

Preferred Experience: prior military service, military spouse/family member, or direct experience supporting military/veteran-related causes strongly preferred.

WE KNOW MILITARY FAMILIES, WE ARE MILITARY FAMILIES:

We strengthen military families every day. Through career development, care giving, and our leading research on military family life, we're striving to better understand and provide solutions to the challenges facing today's military families. Blue Star Families is a fast growing, high-profile nonprofit organization with a mission to strengthen military families and our nation by connecting communities and fostering leadership. Blue Star Families is a virtual organization with 33 employees and additional volunteers located around the world. With more than 100,000 members and 37 Chapters at military installations across the globe, Blue Star Families is the nation's largest Chapter-based nonprofit serving America's military families. We have offices in Washington, DC and San Diego, CA, as well as 6 regional hubs around the country.

OUR STORY:

In April of 2009, a group of military spouses got together in the hopes of making a difference in the lives of military families. They knew the issues surrounding military families, and saw the need for a platform where military family members could join forces with the general public and their communities to address the challenges of military life. Since then, BSF has grown from a few military spouses around a kitchen table, to a global program reaching more than 1.5 million military families every year.

THE JOB:

The Director of Digital Marketing and Technology (DMT) will be a key member of our leadership team. This position will have major impact on a movement that has the attention of key leaders in Washington, the media and the nonprofit sector. The core functions of the DMT are 1) design and implement strategies for rapid membership growth and measurable gains in membership engagement 2) grow donor and corporate sponsorship connections and 3) support organizational operations. This includes outreach campaign optimization, such as growing our user funnel, member segmentation, acquisition campaigns, channel testing and analytics. Leveraging advanced technology, the DMT will expand outreach, track, oversee and organize every member interaction throughout the user lifecycle. The ultimate objective is to optimize the overall member experience, thereby building engagement and loyalty.

The DMT will lead the Digital Brand Marketing and Technology team, and develop a strategic plan for technology platforms across the organization. Responsibilities include daily operations such as managing vendors, staff, supplies and equipment, as well as the financial administration of the department.

This position serves as a member of the senior management team, working with the COO, CEO, and Board of Directors in charting BSF's strategic direction, and ensuring operational effectiveness and accountability to all constituencies.

Duties and Responsibilities:

- Define and administer the overall policies and goals for the DMT department
- Train, supervise, and lead staff, many of who work remotely
- Develop and execute a comprehensive digital marketing strategy
- Optimize the end-to-end user experience across multiple channels and touch points
- Build successful user acquisition campaigns, both on and off-line
- Use data-driven approaches to shape strategy and tactics
- Build, design and push segment-specific strategies across all channels (such as landing page conversion and email marketing) while leading efforts to test and optimize new channels
- Define requirements for the desktop and mobile website member experience, including flow/landing pages, and SEO/SEM content
- Plan, execute, and measure A/B testing and conversion tests
- Analyze BSF's business needs, and determine better ways to serve each department
- Create a professional culture that attracts, retains and motivates high performing staff and volunteers
- Other duties as assigned

Qualifications and Attributes:

- Ability to balance a highly analytical, metrics-focused approach, with a strong creative mind, capable of developing, launching and managing breakthrough campaigns
- Ability to work independently and thrive in a fast-paced startup-like work environment
- Strong interpersonal skills and ability to work collaboratively across disciplines and with partners
- Organized and able to manage multiple priorities and deadlines
- Excellent writing skills with the ability to create compelling content
- Excellent knowledge of social media, SEO, content marketing and advertising
- Demonstrated administrative, strategic, and leadership skills
- May be required to work nights, weekends, and holidays as necessary to carry out key job functions
- Out-of-town, overnight travel required

Required Education and Experience:

- Bachelor's Degree in relevant field.
- 7+ years of digital marketing experience, including Salesforce and dashboards
- Proven experience building, implementing growth mechanisms from scratch in a startup
- Experience in setting up and managing Google Analytics
- Experience developing and managing budgets, and hiring, training, developing, supervising, and appraising personnel

Desired Skills & Experience

- Experience with HTML, CSS and CMS platforms
- Experience in membership-driven organizations
- Experience in volunteer service and/or working in military family programs
- Experience with the agile software development process/iterative development